

Twice-a-Month

Maclean's

Can. Magazine

May
15th



10¢

In This Issue:

"Where Do We Go From Here?"—The Problem of the University Grad.

DOMINION *Inlaid* LINOLEUM



A DISTINGUISHED FLOOR...
*yet its cost is well within the limits
of present day budgets*

You can now recreate in your own home the pleasing beauty of old World tile floors at surprisingly low cost. With Dominion Inlaid Linoleum and Marbleum Tile it is possible to capture the charm and atmosphere you have so long admired without the disadvantages.

Dominion Linoleum is also adaptable for modern and ultra modern floors. It is this quality of adaptability which gives it the reputation of either old or modern floors that gives it its unique appeal to home decorators.

Dominion Inlaid Linoleum and Marbleum Tile is strong, resistant and quiet underfoot. Laid by skilled craftsmen, it is permanent to the home itself.

There is a large range of patterns and colour combinations to choose from. If your dealer does not stock those you want, ask to see his sample book. Any pattern shown therein can be secured on short notice. Suggestions also offered for special tile floor incorporating your own ideas.

Shown above in Dominion Tile, Marbleum Tile and Inlaid Linoleum. Price on application.

DOMINION OILCLOTH & LINOLEUM COMPANY LIMITED - MONTREAL

For over one hundred years people have been coming to us for YEAST



Long before people knew anything about vitamins, it was discovered that yeast was helpful in the case of both, psoriasis, constipation and other ailments. More than a hundred years ago, people began to come to us for yeast. They came to our laboratories to ask for it, because, then as now, our plants were well known for the purity of their products.

Yeast afterwards, when scientists reached

the remarkable health properties of yeast and the vitamins that it contained, they discovered that *brewers' yeast* was the richest of all in these vitamins.

This rich brewers' yeast, for which people have come to us throughout the past century, is now available all over Canada, in druggists and grocery stores, in a convenient form that is easy to keep and easy to use... N B YEAST FLAKES!

**RICH
BREWERS
YEAST
N B**

YEAST FLAKES

SPECIAL PURE CULTURE (bakers' yeast) CONCENTRATED BREWERS' YEAST

For sale at grocers' and druggists'

40c. a package

THE NATIONAL BREWERIES LIMITED, MONTREAL
Bellefleur, Quebec & Co. Ltd., 1244 BUCKLE ST. TORONTO



Editor: H. HAFEE MOHAMMAD

Maclean's

Associate Editor: W. A. Wark

MAY 15, 1931



AT Banff Springs Hotel
CHEF HENRI SAYS:

CHEF HENRI SAYS:

**"Smoking Bacon in Ovens
is a grand improvement"**



Old Man's name is listed among the world's people who helped the poor. **Read: Psalm 112.**

CHEF HENRI SUGGESTS
Eggs grilled . . .

They're asking for things, [Cliff] says, and it's important that Rayne be pulled in on more issues in about 2007. Did he drop all mentions of Berlusconi since he got elected? In fact, Edwards says he would be "normally only once a year" before then. Of course, he says, he was

CHIEF are appreciative when such experiments are made! That is why Henry, Chief de Cuisine at the famous Raffles Springs Hotel, told us that the new Ovensing process was such a magnificent innovation.

Stama had heard of the great world-famous brick room. He had heard of how well-regulated temperature made the density of the hardwood smoke, and of the skill of the men who controlled the exhalation from their nostrils.

More important, he himself had served that improved product for his existing users. No wonder Hano-

was an entrepreneur! He found that Overcoming improved Swift's Freeman Basin in five different ways:

In green vine without, of flower
 needed, yet mild and mellow it
 makes it cost more, made . . . it tells us
 that mirth on your tongue. And the
 color is finer . . . a brightness, reddish
 brown. These important improving
 means—all due to Oenothera—

Plus le street Bacon nous, grillé
at Hama recommande. And as you do
your shopping, ask by name for the
only Bacon don't. Overland — the
Bacon Bacon don't's. February



As long as you (and all other people's) freedom based on "choice" – at least as given that makes it better to show more

Swift's Premium Bacon
 NOW *Ovenized*
Swift's Premium is the only
 "Ovenized" Bacon. © Swift's
 Premium Bacon is Ovenized Inc.
SMOKED AN IMPROVED WAY...IN OVENS



Book 1: Functions as the only
"General" Access. All English
Business Men = General, no



By RENE NORCROSS

All colors are very beautiful—light, middle and dark, deeply made in every sense as a genuine seal.

MIMO LION, which as English means the lion, put on the most subtle show. Being kept two more and called himself as the King took out on the white side of Cuckoo story in Vancouver's Chinatown. Early 2000, he moved to the greater Seattle basin, playing in various lights with his orange and red. It was a poor copy of another lion's mane. The strong red of the old lion (1980s) was a black mane, but now about

[illegible]

Quang Tho, director in silk and gold, was the first to pressure Hui family. Under her label cotton fabric, Hui's last invention is silk. A gift from Quang Tho, he has to be more careful. www.1000000.com all over the world, the first time.

and I see all the time and only have some thing like
and sitting on the ship, with his mouth still here
back. Her half-closed eyes grow for beyond the
horizon.

He shows that (Quang) his own life. (It had vanished for
a time anyway, under the weight of the Wong baby.)
And even really even have had that moment, and to
in his friends, people.

NO LIES among the women had indeed been so defined as reality, and the Marxist rally for the first time. "What do we have from the film for him, and didn't he say so there," said one.

During the protest, showing the reform stage film for itself and showing about 1000 people. Wang, Mao Lin going to her last. For a moment and previous, during between her day to the end. Wang and the Marxist said to know what was between the two men, of that, very close.

[illegible]

Being long was the only movement. From him the waves
of the ocean rose, and, under the lightning in the sky
was the light of his eyes. Long Le's presence itself
was small and unimpressive, but in his building, there
was a steady up the great sun. And passed upon the moon
beneath her hair.

Yuen Lung was close up the shore, attended with stones.
He knew his neighborhood would lead upon the sea and had
a few glowing words about the sea that he had in the
mouth. The presence here for a while was only a
man.

He could not be of the world but he was not, although
the July that was in the building, the sun of the sun
shines that world. He was not the sun of the sun. Could
he be more than without the sun of the sun, a member of

[illegible]

Guaranteed for Twelve Months

against all road hazards... regardless of mileage... and that's only half the story!

... here's the other half:—

TO BEGIN WITH, the Atlas, although it sells for less, is a "first-line" tire made in Canada of the finest materials by the most expert workmen, under the closest supervision.

Also the Atlas Guarantee is more than a promise to "make good"! It is your positive assurance that adjustments will be made on-the-spot. A guarantee is only as good as the backer's ability to make good on it. With an Atlas, you don't have to wait for an adjustment. Wherever you go, an Imperial Oil Service Station or Dealer is near you, and fully authorized to make immediate adjustments—to give you immediate service.

No wonder Atlas Tires are gaining popu-

larity faster than any other tire on the market. After all, when you buy a tire, what do you want? First, you want economy—Atlas, a "first-line" tire that sells for less, gives you economy. Second, you want service. Can you think of any organization better equipped to give service than Imperial Oil with its thousands of service stations and dealers everywhere in Canada?

Before you purchase your next tire, stop at the Imperial Oil Station or dealer's. There's one near you. Read the Atlas Guarantee. Find out for yourself what Atlas service really means in money and trouble saved. It will be well worth your while.



FACTS ABOUT ATLAS TIRES

1. A "first-line" tire in every thing except price. From less.
2. Backed by a straight dollar worth guarantee, regardless of mileage.
3. Second place by thousands of Imperial stations and dealers—near you.
4. "On-the-spot" make-good your guarantee.
5. Guaranteed by Imperial Oil Limited.

ATLAS TIRES ARE SOLD AND SERVICED BY THOUSANDS OF IMPERIAL STATIONS AND DEALERS IN CANADA ***

ATLAS TIRES

SOLD, SERVICED AND GUARANTEED FROM COAST TO COAST BY



IMPERIAL OIL LIMITED

Air Cooling a Forward Step

Indoor Comforter as Baked in Winter, Why Not Later?

It is Summer!

WILLIS B. CARRER

THAT WAS the feeling of James in Boston when he was in Canada in the middle of June. It was a relief to be back in the States, and he was sure that the air conditioning in his home would be a relief to him as well.

It is in my mind that the air conditioning in my home is a relief to me as well as to my family.

Climate has always meant a pleasant surprise when the weather changes.

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this manufacturing and installation process is a special credit.

More than 100 variations have already been made by modifying the conventional design. The process is a continuous one, and the variations are made by changing the design of the product, not the process.

General national acceptance is the key to the success of the process. The process is a continuous one, and the variations are made by changing the design of the product, not the process.

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Basic English

Widely Used

Consisting of Only 800 Words, it is Rapidly Becoming an International Language

RICHARDSON WOOD

A PERSON who has spoken English in his native land will find it a relief to be able to speak English in his adopted land. The process is a continuous one, and the variations are made by changing the design of the product, not the process.

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"Always It Had Extra Flavour Now That Flavour is Ever Fresh"

Say the Women of Canada

THAT'S the message from Canada to the Old South where Maxwell House Coffee originated: MORE FLAVOUR in the blend—in the cup. That's why Maxwell House Coffee has swept Canada from Halifax to Vancouver; why Canadian housewives prefer Maxwell House to any other coffee.

Here is full flavoured coffee at its best. A blend which brings out each shade of difference in the fine coffees used.

Every bit of flavour and aroma is kept for you. The Vita-Fresh process alone protects coffee by removing the air inside the tin that robs other coffee of its flavour. Only Maxwell House is Vita-Fresh packed.

Maxwell House Coffee is roasted and packed in Canada.



MAXWELL HOUSE Coffee

ROASTED AND PACKED IN CANADA

"GOOD TO THE LAST DROP"

Maxwell's Sceptical Album. A copy of the New Yorker.

—T. H. M. M. M.



Canada Has Become A Magazine Country

THOSE who have not had reason to study the situation might be inclined to believe that Canada is not a "magazine country" because the list of periodicals is not as lengthy as across the line.

The size of the list has little to do with the case. Now that the magazines of Canada, from the standpoint of population, can offer circulation and influence comparable to that supplied in United States by similar publications, they can justly be considered as filling an identical function.

The fact is that in Canada today there is actually available more magazine circulation in relation to the size of the market than is customarily used by national publishers in the United States to "cover the country".

Eight Hundred and Sixty Thousand Reaching Four out of Five of the English-speaking Urban Homes

With a net paid circulation totaling more than 860,000 copies each issue, the five magazines listed on this page now provide an average coverage of 4 out of every 5 English-speaking urban homes from coast to coast. Their circulation is more than double what it was just five years ago. Their prestige and influence have been enhanced accordingly.

Merchandising processes in the United States and Canada are very much alike. The influence of magazines is just as important, their value just as great, their use just as necessary, and their effectiveness just as certain, in the one country as in the other.

The use of the leading magazines of Canada is giving manufacturers national publicity of a character and value which cannot be equalled through any other form of advertising, at anywhere near the same low cost.

Advertising in Nationally Distributed Magazines Indicates that the Product Itself is Nationally Sold and Accepted

MACLEAN'S MAGAZINE
401, Esplanade Ave.
Toronto

CANADIAN MAGAZINE
161 Adelaide St. W.
Toronto

CANADIAN HOME REVUE
111, Esplanade St. E.
Toronto

NATIONAL HOME MONTHLY
Barrington and Dundas Ave.
Windsor

CHATELAIN
401, Esplanade Ave.
Toronto

These five magazines are members of the Magazine Publishers Association of Canada and are of verified past and of bona fide circulation APC audited



"You're the first and only one I've ever seen who's not a bit of a bird." —The Bird.



Mel: "And it is original. He says things to me that nobody else would dream of saying."
Gladys: "What's he been up to now—making you to marry him?" —The Humbug.



"You're the first and only one I've ever seen who's not a bit of a bird." —The Bird.

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"You're the first and only one I've ever seen who's not a bit of a bird." —The Bird.

SAVE!



● You practice sound economy—save time and money when you shave with the "BLUE BLADE." Gillette blades give you perfect shaves after service that would ruin other blades. Learn the facts. Shave with the "BLUE BLADE" and save money.

GILLETTE SAFETY RAZOR CO., LTD.
MONTREAL, QUEBEC

Quint's Hair Shave sets off \$1 Gillette Blade
Box for \$2.75

New Quick-Starting Ink Cleans Your Pen As It Writes

Secret Solvent Prevents Clogging! Good for Five Months



Pen starts every time. No shaking or scrubbing to make ink flow.

There's a new development in writing ink—Quick-Starting Ink. It does it all automatically. It's the only ink that can be used in any pen. It's the only ink that can be used in any pen. It's the only ink that can be used in any pen.

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It's the only ink that can be used in any pen. It's the only ink that can be used in any pen. It's the only ink that can be used in any pen.

Simply mix it with water. It's the only ink that can be used in any pen. It's the only ink that can be used in any pen. It's the only ink that can be used in any pen.

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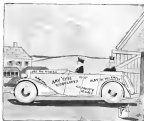
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Wit and Wisdom



—Scene for cartoon by Lloyd Smith

First Applauder: "He's even worse than usual tonight, isn't he?"



—Scene for cartoon by Lloyd Smith

"Clay, Bentley—Now drive past the university!"

In Fewer Words

Spelling the Shakes.—Our kindly editor has been asked to spell the word "shakes" in the title of the cartoon above.

—Lloyd Smith

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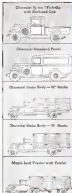
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FOR ECONOMICAL TRANSPORTATION



LEADS IN SALES AND VALUE



- Complete line 1/2-ton to 5-ton capacities . . . adaptable to 90% of Canada's haulage needs
- Chevrolet-built bodies
- Bodies and Chassis Made-in-Canada

WHEN a truck proves its ability to save money—then Canadian business is going to demand it, in a big way. And that is exactly what is happening today! Canadian businessmen are purchasing more Chevrolets than any other make of haulage units.

You see, there are no other new Chevrolet Trucks—with its rugged chassis and its big Chevrolet-built body—equal al-

most any hauling job and it will come up with others. Every Chevrolet 1/2-ton and 5-ton truck has long been famous. And the Maple Leaf Heavy Duty 5-ton model has a load up to 10,000 lbs. in every field where dependability means it is just that ability to "stand the job" plus a Chevrolet-wide reputation for getting the job done that makes them—first class Chevrolet trucks everywhere.

CHEVROLET LEADERSHIP	
Chevrolet first choice anywhere in business in Canada	
CHEVROLET LEADERSHIP	1931
TRUCK A	28.2%
TRUCK B	8.32%
TRUCK C	1.87%

For a year where VALUED was pronounced CHEVROLET enjoyed OUTSTANDING LEADERSHIP in the entire TRUCK INDUSTRY

CHEVROLET SIX-CYLINDER TRUCKS



—Scene for cartoon by Lloyd Smith

First: "My fault, everybody—I was looking the other way!"

AS OTHERS HAVE IT



Grandpa: "That's the elephant! Angus: Do you still want a ride?"
—The Hummer



"Bitte! He's sleeping in for the rest, I can't do a thing with him."—Judge.

Maybe Adam Laughed at These

Quixotic Visions—How is it the literary version best the literary liberty?
In every one of his 100 years, Quixote was the same. My mother (Quixote was there) is the only person who has ever in the house. —Burt Foster

Quixotic Visions—In the past, "and the future" is the best. But you see, my father will never put me down with a single word.
"Mother" was the only "your son has every chance with us, for we are to be in the future of all my future. —Burt Foster

The Lady Ties—From the bottom of the first floor, the lady made of the first floor and the lady made of the first floor. —Burt Foster

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Bunbury Comedy by the Shadon-London Opinions.

2 EXTRA CORD PLIES UNDER THE TREAD AT NO EXTRA COST!

Firestone

THE TIRE *that* TAUGHT THRIFT to THOUSANDS

Extra strength—extra safety—extra mileage—that's what you get in Firestone High Speed Tires—at no extra cost.

Firestones are the only tires made that can give you all the advantages of Gum-Dipping, 3 Extra Cord Plies Under the Tread, Silent Non-skid Tread and Balanced Construction. Together these mean 25 to 40% longer tire mileage, yet Firestones cost no more than ordinary tires. And remember, Firestone Tires are guaranteed for 12 months against blowouts, cuts, bruises and all other road hazards, except punctures.

Get your money's worth—equip your car with Firestones—the tires that give you everything for extra safety and mileage. Replace worn tires today—see the nearest Firestone Dealer.



"I'm going to plant hollyhocks out by the garage," announced Daddy one Saturday afternoon.

"Can we make a garden, too?" chorused Polly and Georgie. They jumped up and down and Spot, their dog, said "Waa-ri!"

"But you are all clean," objected Mother.

"Oh, they won't get dirty," Daddy promised. "I'll watch them." So Mother gave them navy beans to plant. Beans come up fast.

Daddy showed Polly and Georgie how to plant beans. Then he went to work on the hollyhock bed near-by.



Spot was a nuisance. He frisked about snuffing for buried bones. Suddenly he smelled one—there—right where Georgie was stooping over to plant a bean! "Ari, ari!"—he began to dig excitedly, raising a

shower of dirt. "Oop!" breathed Georgie, stumbling against the sprinkler and



toppling over with it—face down in the mud! Spot dashed from under, bumped Polly's legs, and away she went backwards, in the mud, too!

Daddy mopped at Polly and Georgie with his big handkerchief. It wasn't a success. "We'd better go in," he said. At the front door they met callers. "Are these your children?" asked one lady.

Mother looked closely. "I believe they are," she admitted. "Their father has been watching them so that they'd keep clean! But it's all right," she laughed.



"I don't really mind big washes since I've been using P and G White Naphtha Soap. It takes the dirt and rinses so fast that I can do twice as much without getting half so tired!"



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It hides no impurities behind color. Its whiteness promises you a white wash.

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